



For all life's journeys

Employment Opportunity

We are inviting suitably qualified nationals of Trinidad & Tobago to apply for the following position:

MARKETING AND BRANDING MANAGER (CONTRACT)

The Marketing and Branding Manager will coordinate and develop marketing policies, programmes, campaigns and have overarching responsibility for the marketing plan

RESPONSIBILITIES INCLUDE:

- Plans, develops, recommends and implements the Marketing and Branding policies and programmes to facilitate the achievement of established goals and objectives.
- Directs and controls the planning and implementation of established corporate and brand advertising, promotions, events and programmes to ensure the achievement of approved work targets.
- Prepares operational and informational reports as required.
- Prepares draft budget proposals and administration of approved budgets, including donation and sponsorship budgets.
- Gathers and analyzes information to identify new markets and customers' demand for products and services and efficacy of existing marketing campaigns and strategies.
- Conducts market research, sales forecasting and strategic planning to assess and ensure the sale and profitability of products.
- Conducts pricing research and analysis to ensure competitive product and service pricing.
- Maintains knowledge of trends and developments in the market, identifies needs for new products and services and makes recommendations to leadership.
- Analyzes and evaluates financial aspects of product development.
- Collaborates in the development of new products.
- Presents design ideas and recommendations to internal stakeholders.
- Composes, develops, evaluates and conducts training on marketing activities, strategies and policies.
- Collaborates, participates in and coordinates promotional activities and/or trade shows and community activities
- Negotiates contracts for services needed to execute a marketing strategy.
- Composes draft speeches and assists with finalizing speeches.
- Schedules and develops filming scripts and production.
- Evaluates success of campaigns when completed and implements lessons learnt strategies.
- Develops and maintains the Company's Marketing and Branding Policy Manual for all Corporate and Retail branding standards, including product branding.
- Manages and ensures the maintenance of Company websites and other related platforms
- Liaises with Managers and with institutional, Governmental or regulatory agencies, suppliers, vendors and advertising agencies
- Liaises with the Lines of Business to ensure all sales representatives report under a common marketing plan.
- Defines the Company's marketing, strategic and operational requirements.
- Performs other related duties as required by the job function.

THE SUCCESSFUL CANDIDATE MUST IDEALLY POSSESS:

- Master's Degree and / or MBA preferred, and
- Bachelor's Degree in Business, Marketing or a related discipline.
- Minimum five (5) years' experience in a related field, with at least three (3) years in a management capacity.

If you meet the above requirements, send a complete résumé

with cover letter no later than **2023 October 03** to:

<https://www.caribbeanjobs.com/Marketing-and-Branding-Manager-Contract-Job-169875.aspx>

General Manager – Human Resource & HSSE

Trinidad & Tobago National Petroleum Marketing Company Limited

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